This slide show presentation shows you how important it is to address mail using the US Postal Service standards. I hope you enjoy the presentation.

To view this slide presentation at your own pace, just click (or press) the left mouse button ea time you are ready to continue.

Objectives:

#1 - To describe the standardized format.

Objectives:

#2 - To explain WHY it is important to address mail using the standardized format prescribed by the US Postal Service.

Objectives:

#3 - To explain WHY it is important to make sure the address is accurate.

The recommended address forma
is described in Publication 28,
“Postal Addressing Standards,”
published by the US Postal Servi

SERVICE ASSOCIATES
435 NW INDUSTRY
DRIVE
ATLANTA GA 30309-
3456

MR RALPH WILLIAMS
XYZ PRODUCTS INC
1234 E WESTERN AVE RM
233
WASHINGTON DC 12345-
6789

Basic rules for addressing include:

- use typewriter or printer
- print in dark ink on a light background
- use uppercase letters (preferably)
- use a font where letters do not touch
- omit all punctuation (except hyphen in ZIP+4

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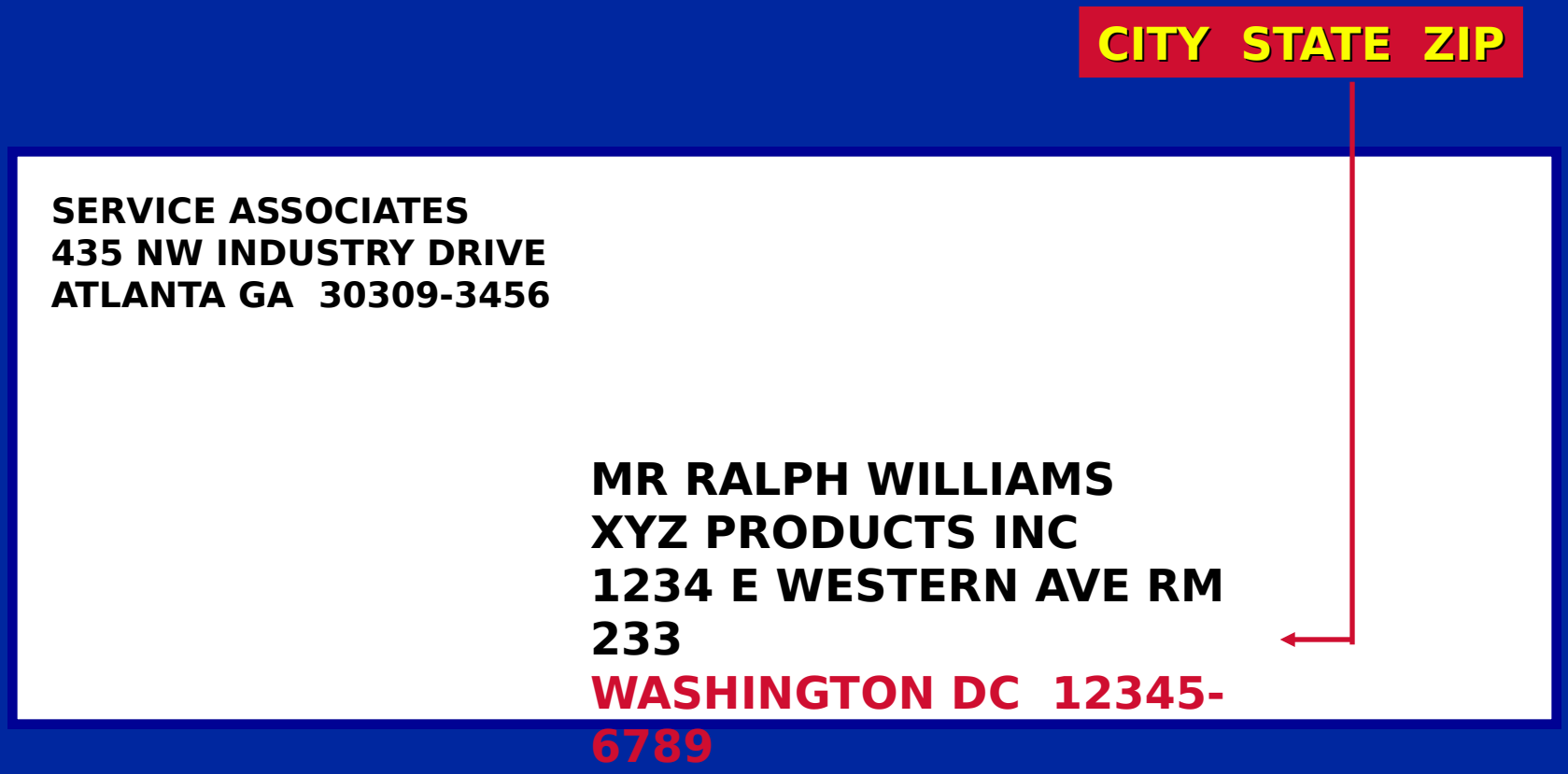
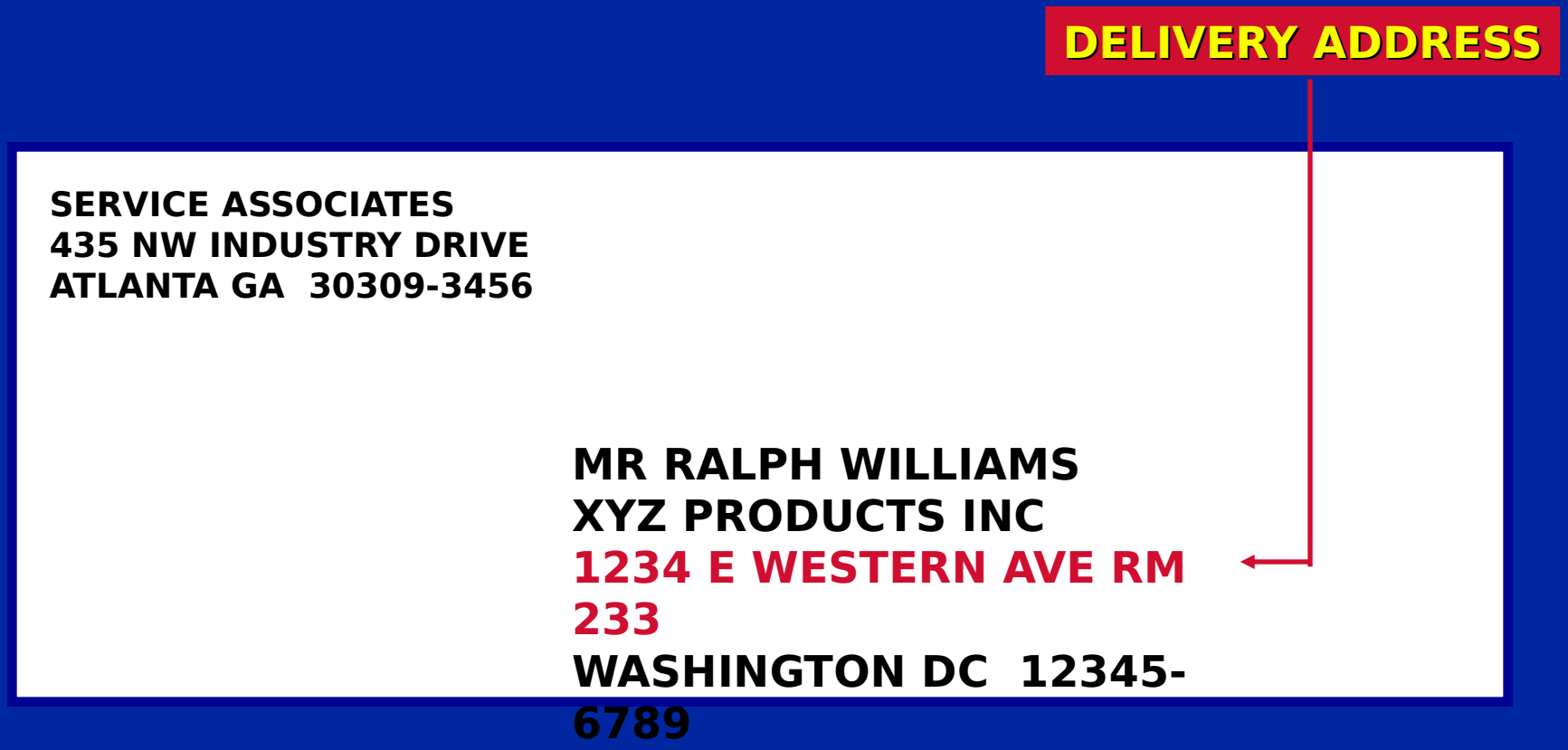
Last line of the address:

- Spell city names in their entirety
- Use approved two-letter state abbreviations
- Leave at least one space between city name, abbreviation, and ZIP+4 code



Delivery Address Line:

- located on second line from bottom
- include street address, room/apt number, PO box number, directionals



Name of Recipient line:
Business/Firm/Agency name

NAME OF RECIPIENT

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Information/Attention line (optio

Attention line (may include name, title, mail c

(OPTIONAL) INFORMATION/ATTENTIO

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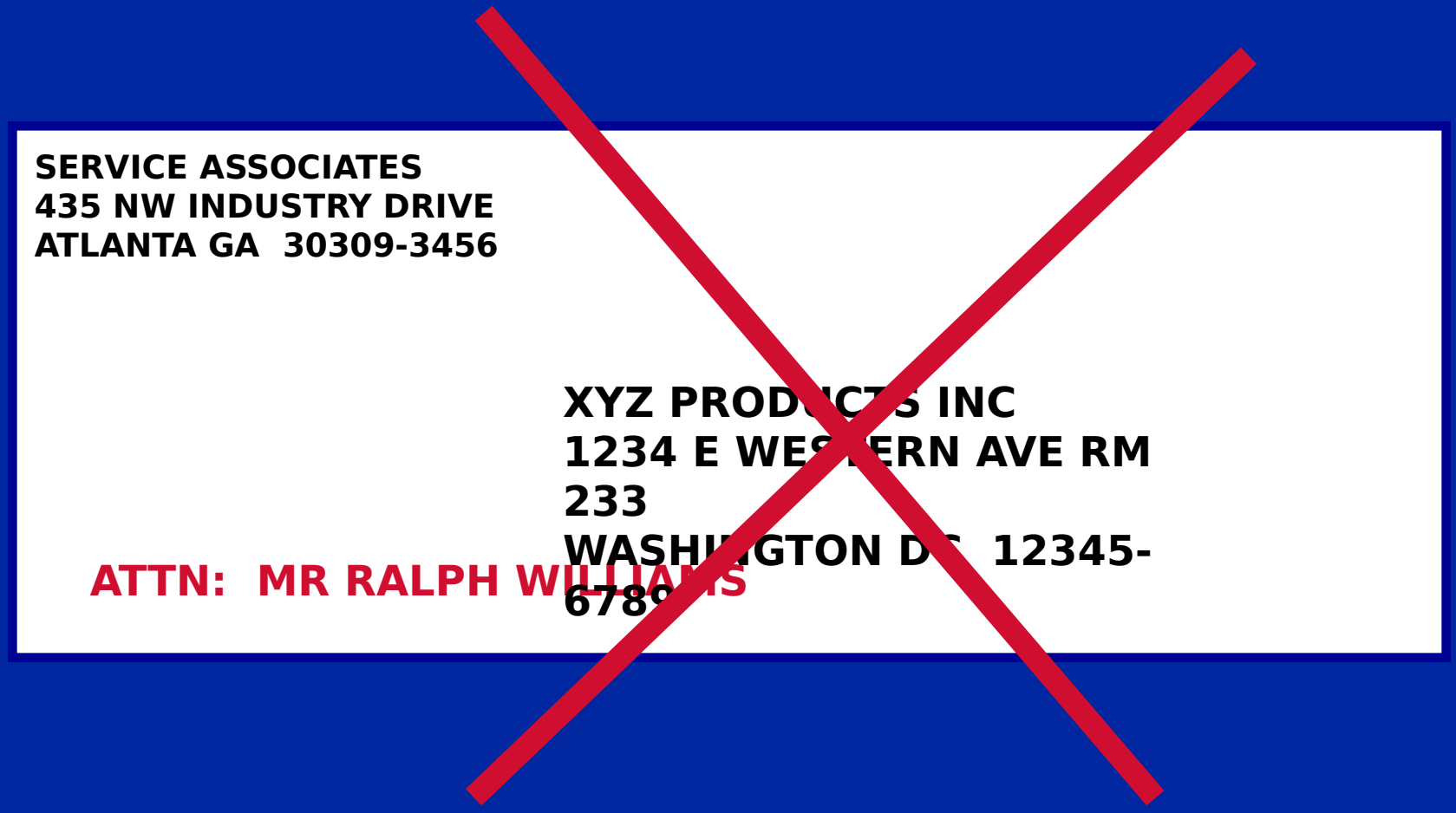
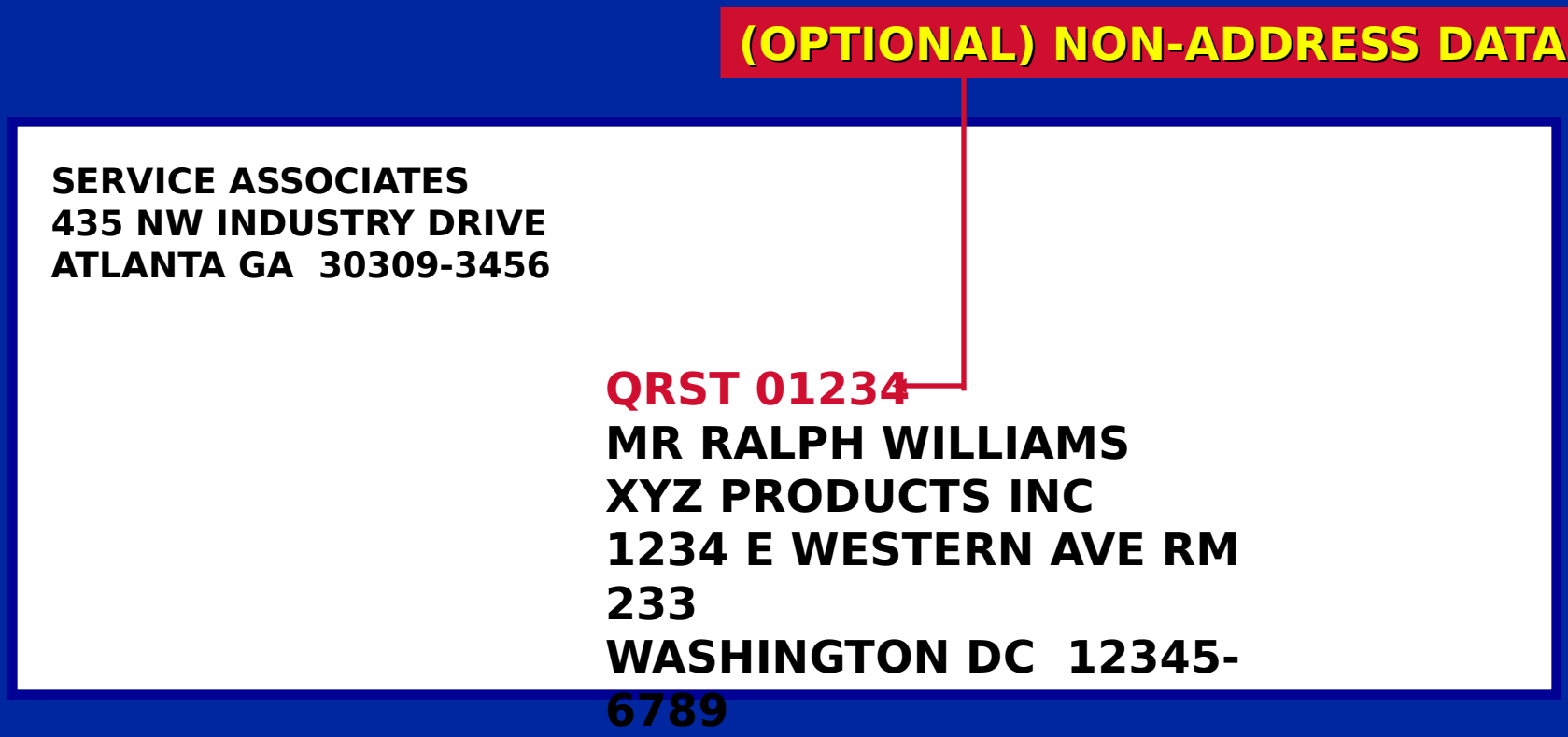
NEVER place “Attention Line” at bot



Non-address data line (optional)

Use for key line data, e.g., customer ID numbe



WHY is it important to address mail using the standardized form prescribed by the US Postal Serv

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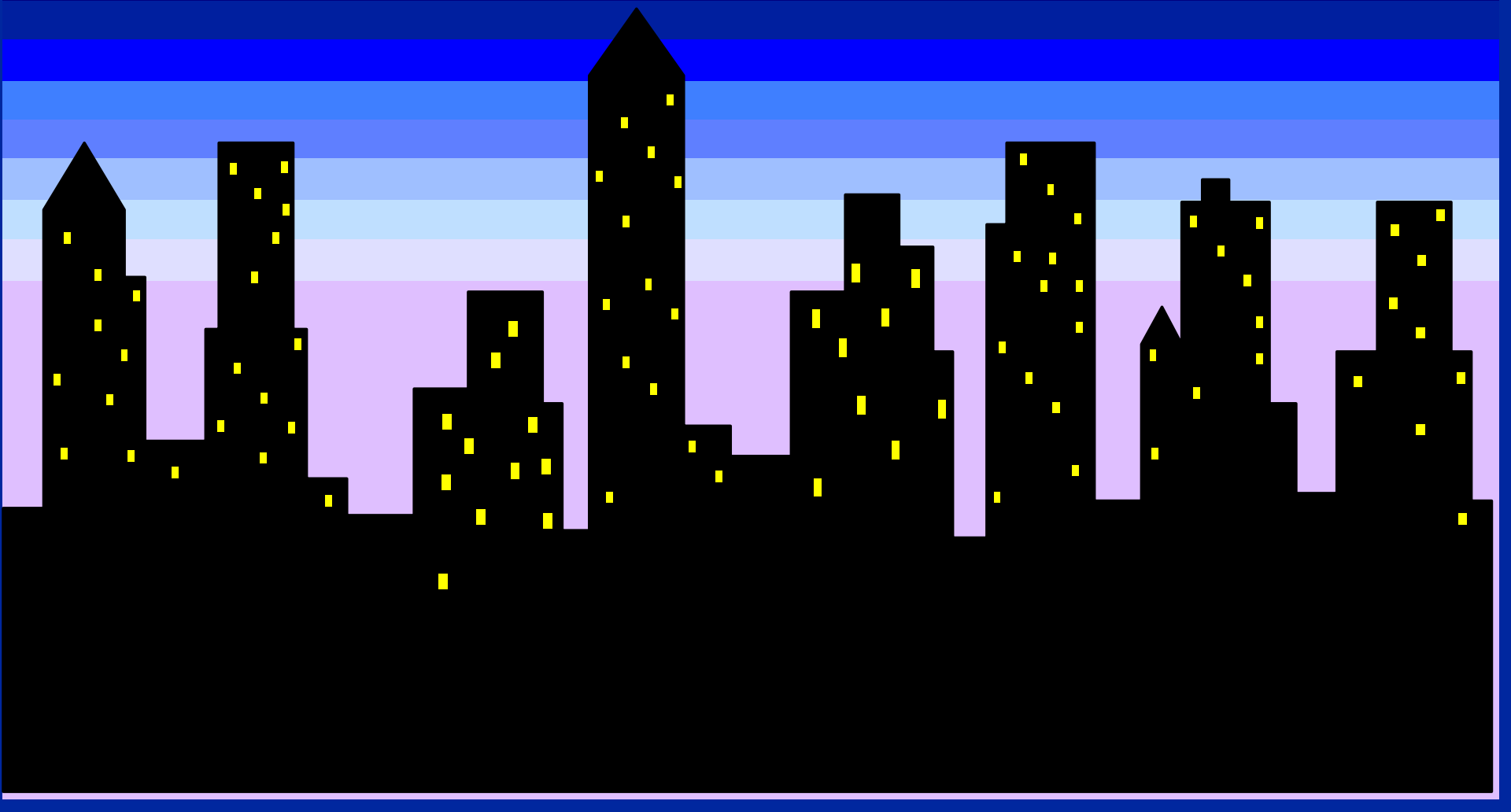
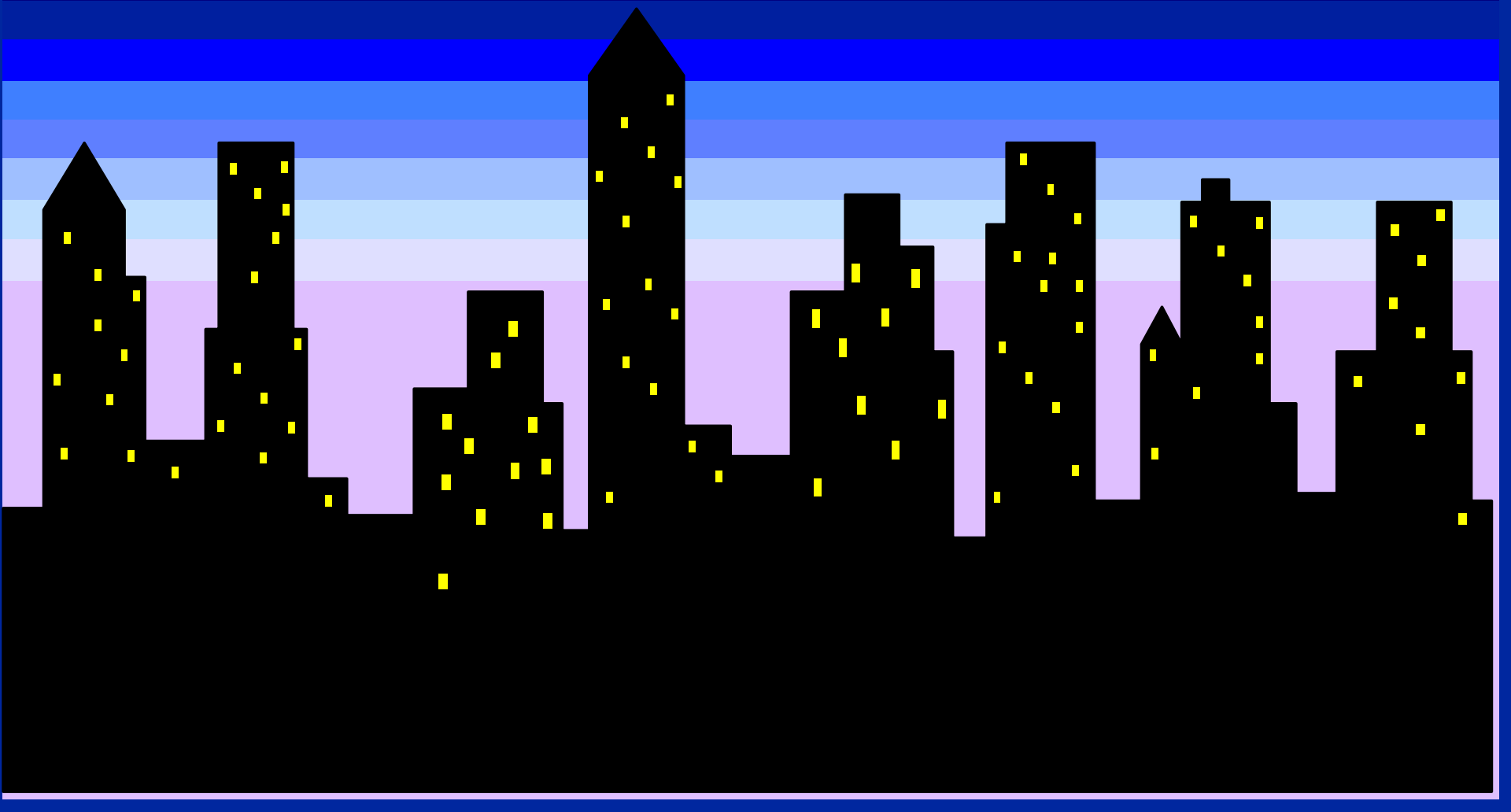
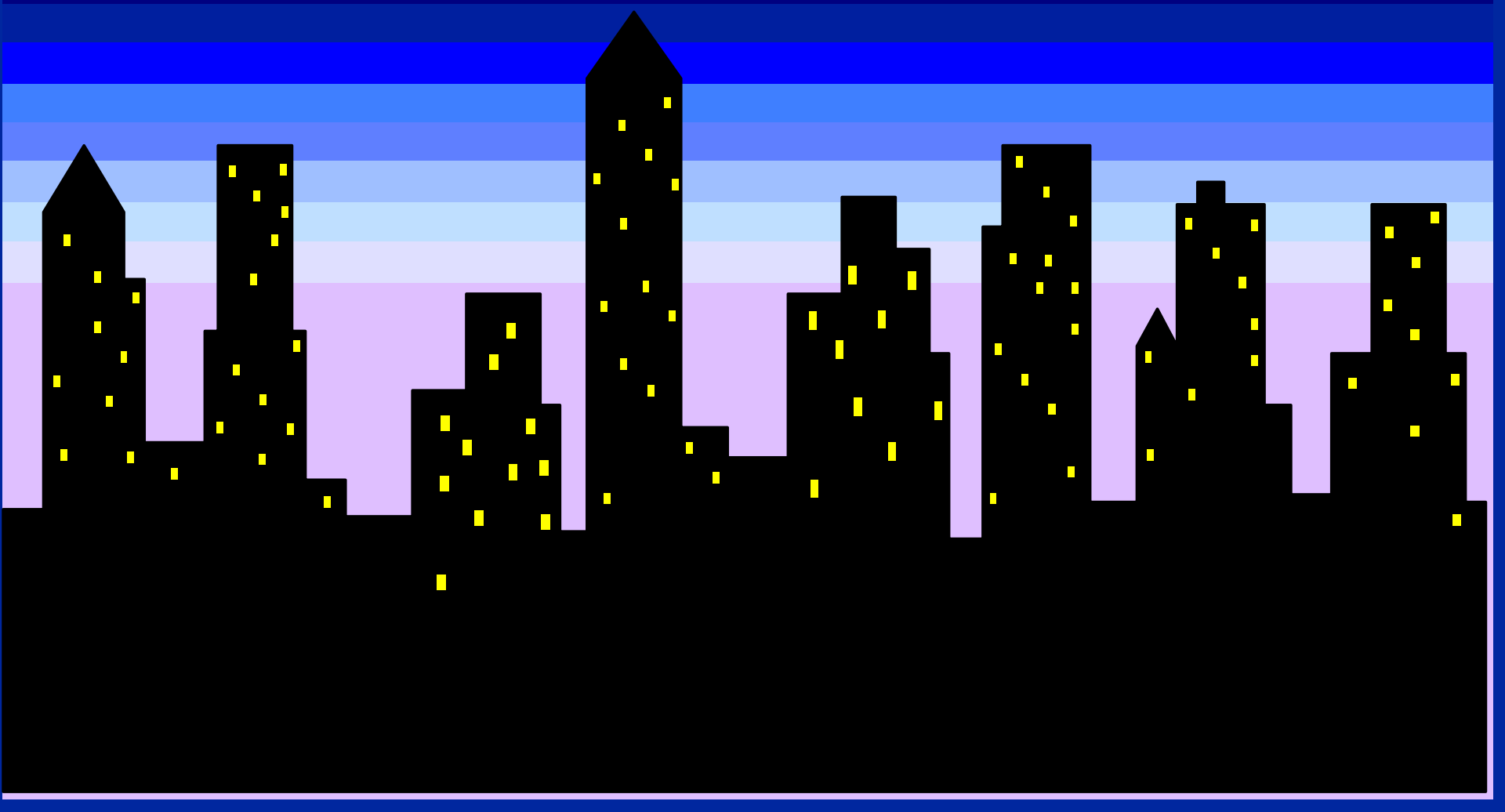
Every mail piece you create competes with over 550 million other pieces of mail every evening.



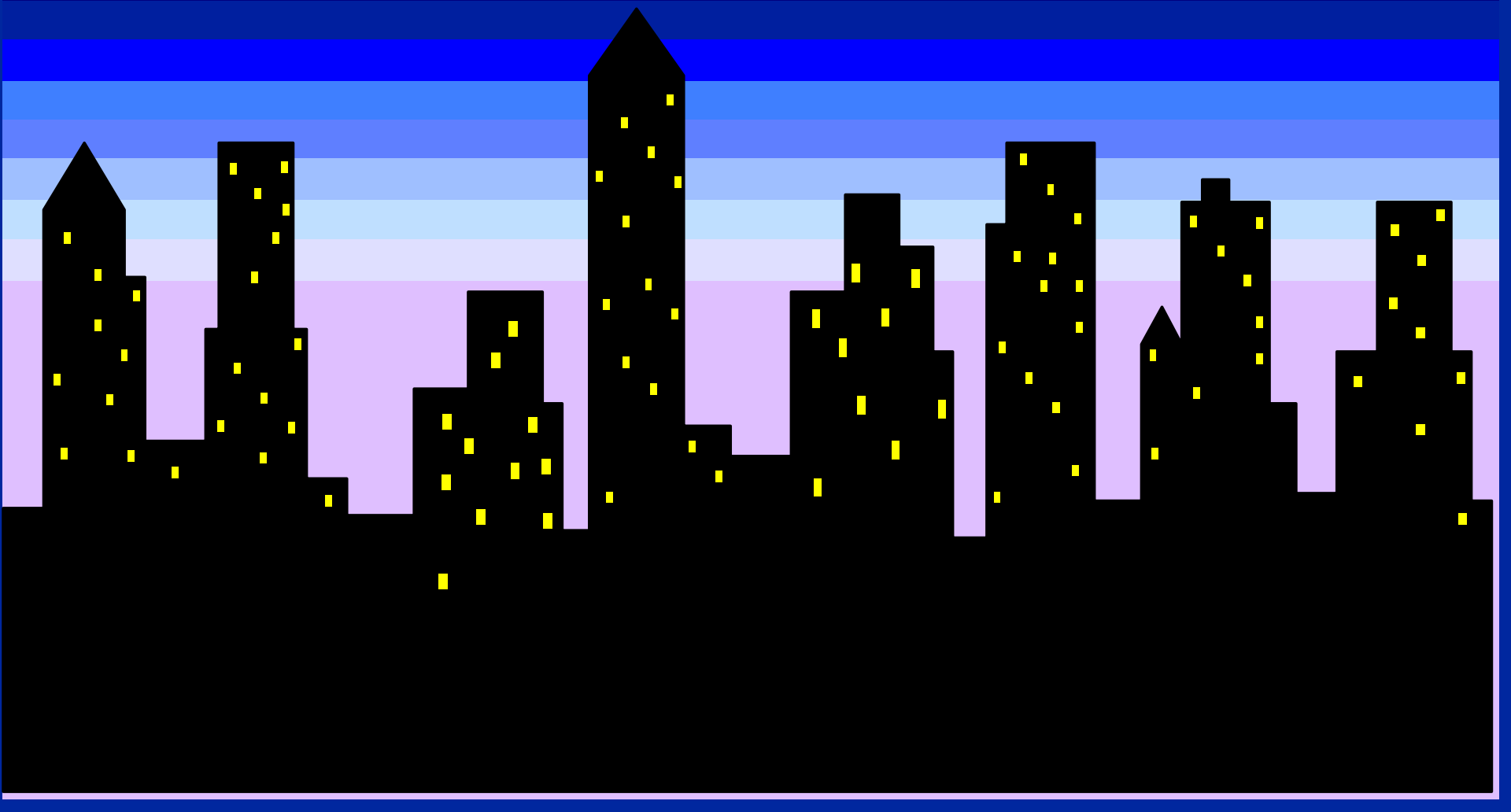
The US Postal Service uses equipment design
to automate mail processing.



For example, Optical Character Readers (OCR
are used to read the last two lines of the add



translate the information into bar code, then print the bar code on the lower right edge of the mail piece.



Delivery of mail pieces with incorrect addresses

or poor address formats will be delayed, or

worse, not be delivered and returned to you.

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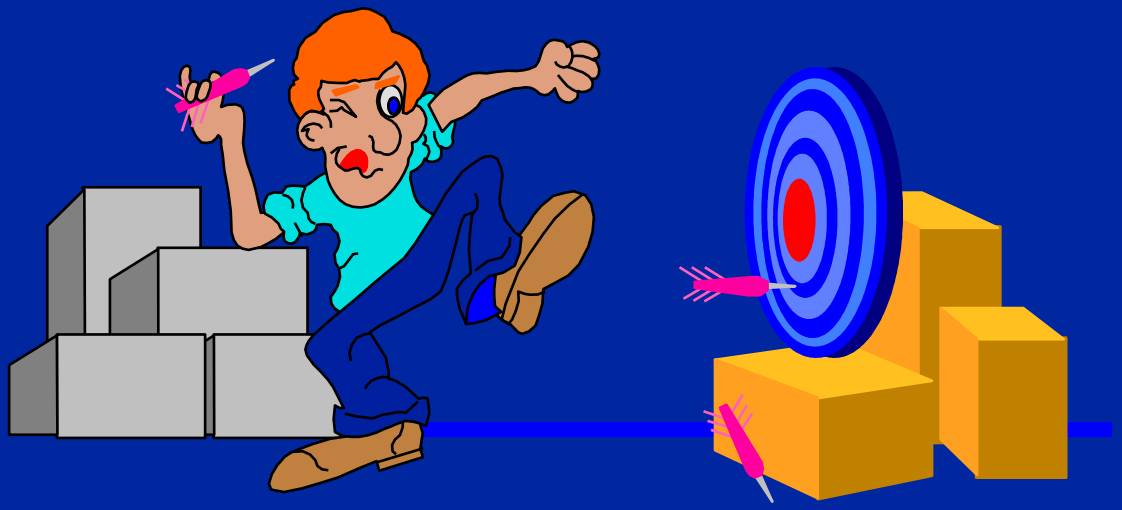
In short, correct addressing and using the standardized format CAN SAVE TIME & MONEY.

Accurate addressing involves more than you might think!

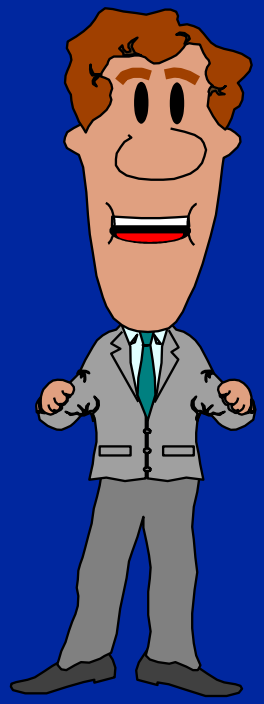


Whenever you address a mail piece, stop and ask yourself a few questions.

- Is the city, state, and zip code on the same line?
- Is the state represented by the proper two-letter state abbreviation?
- Is the ZIP code correct?

So what?

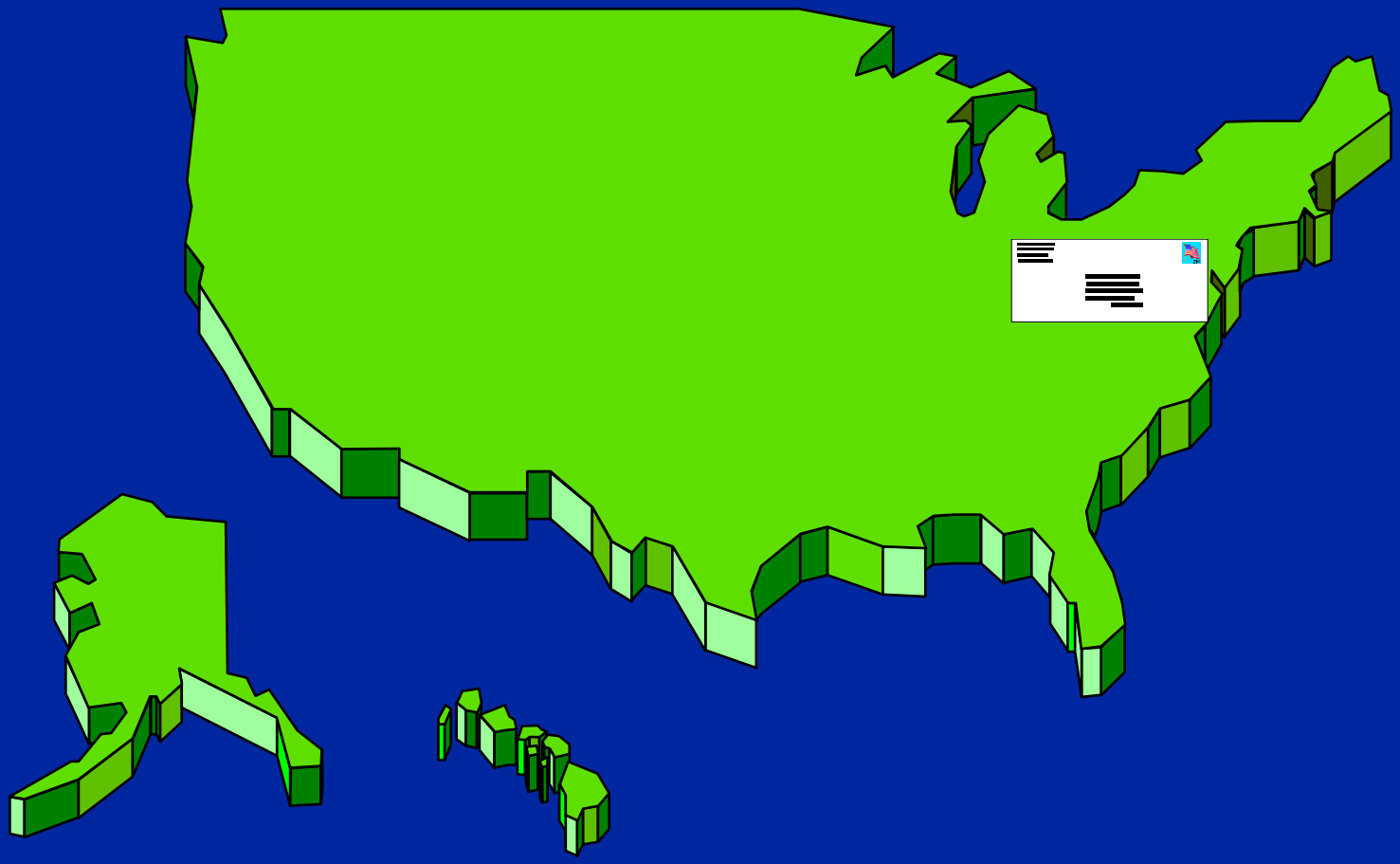
Did I hear you say: “So what?”



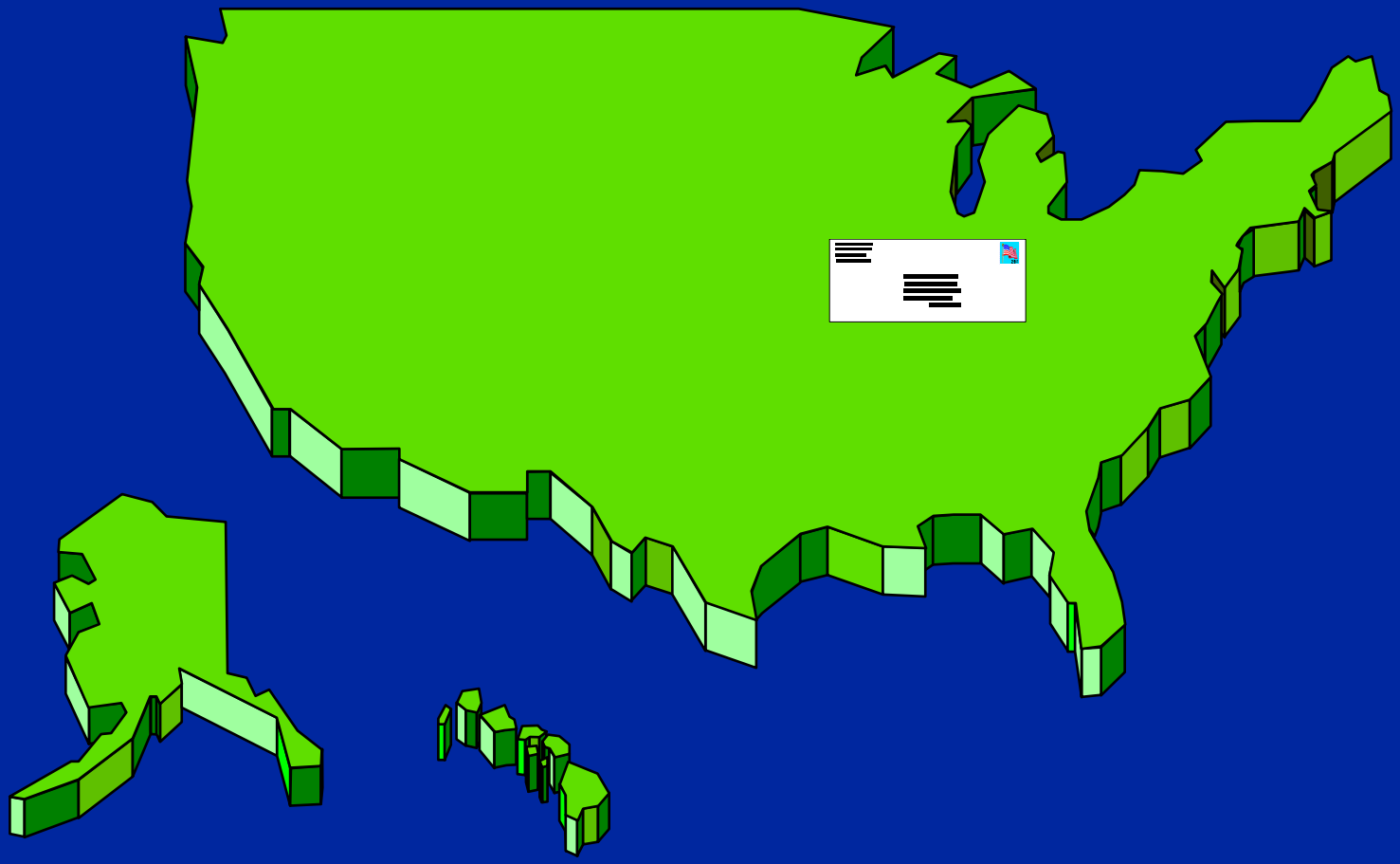
Anyone who uses a standard keyboard knows that the “2” and the “9” are normally typed with the SAME finger BUT with different hands.

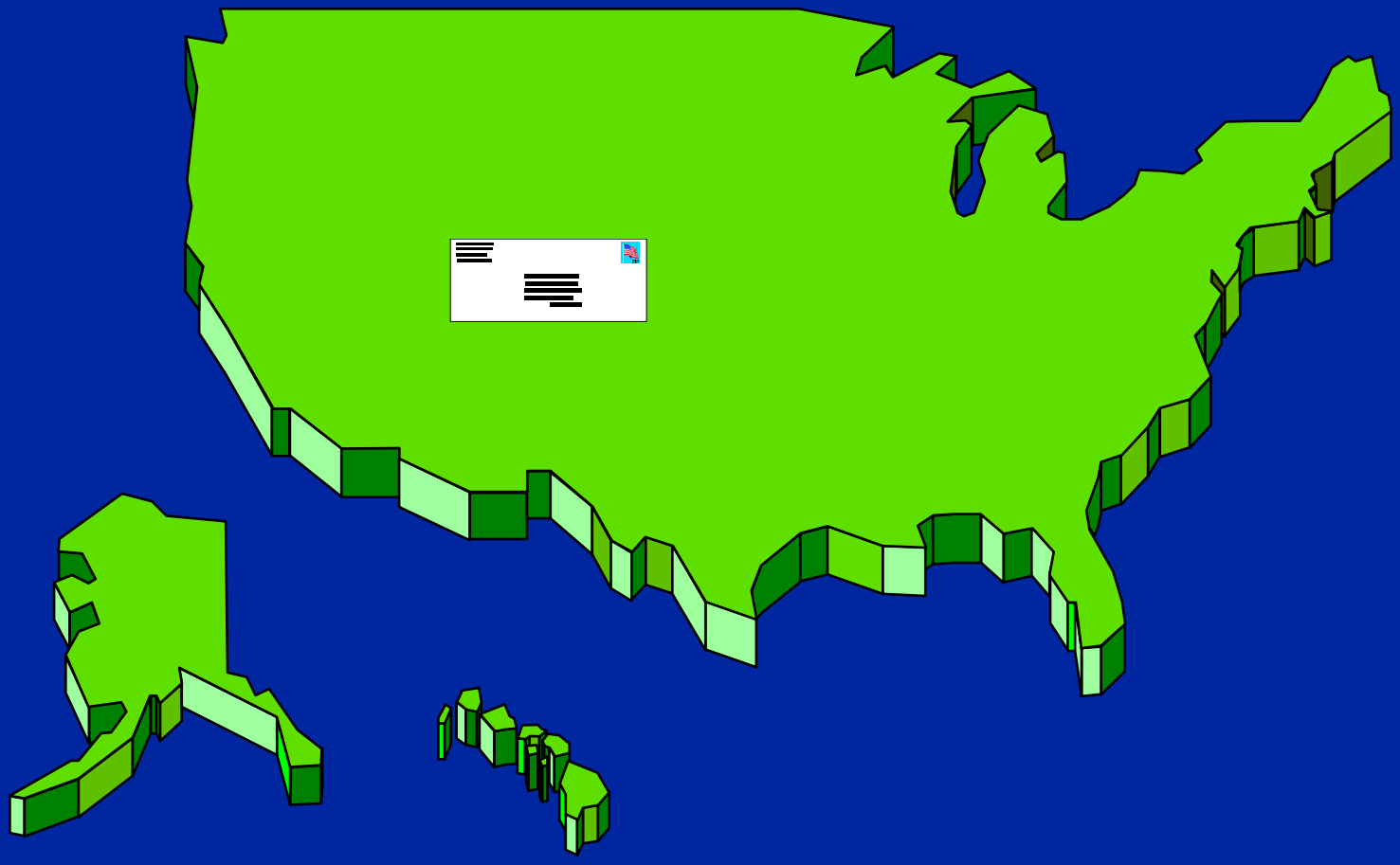
What happens IF the ZIP code was supposed to be 22202 (Arlington VA) but instead the wrong hand got in the way for just one digit and keyed 92202.

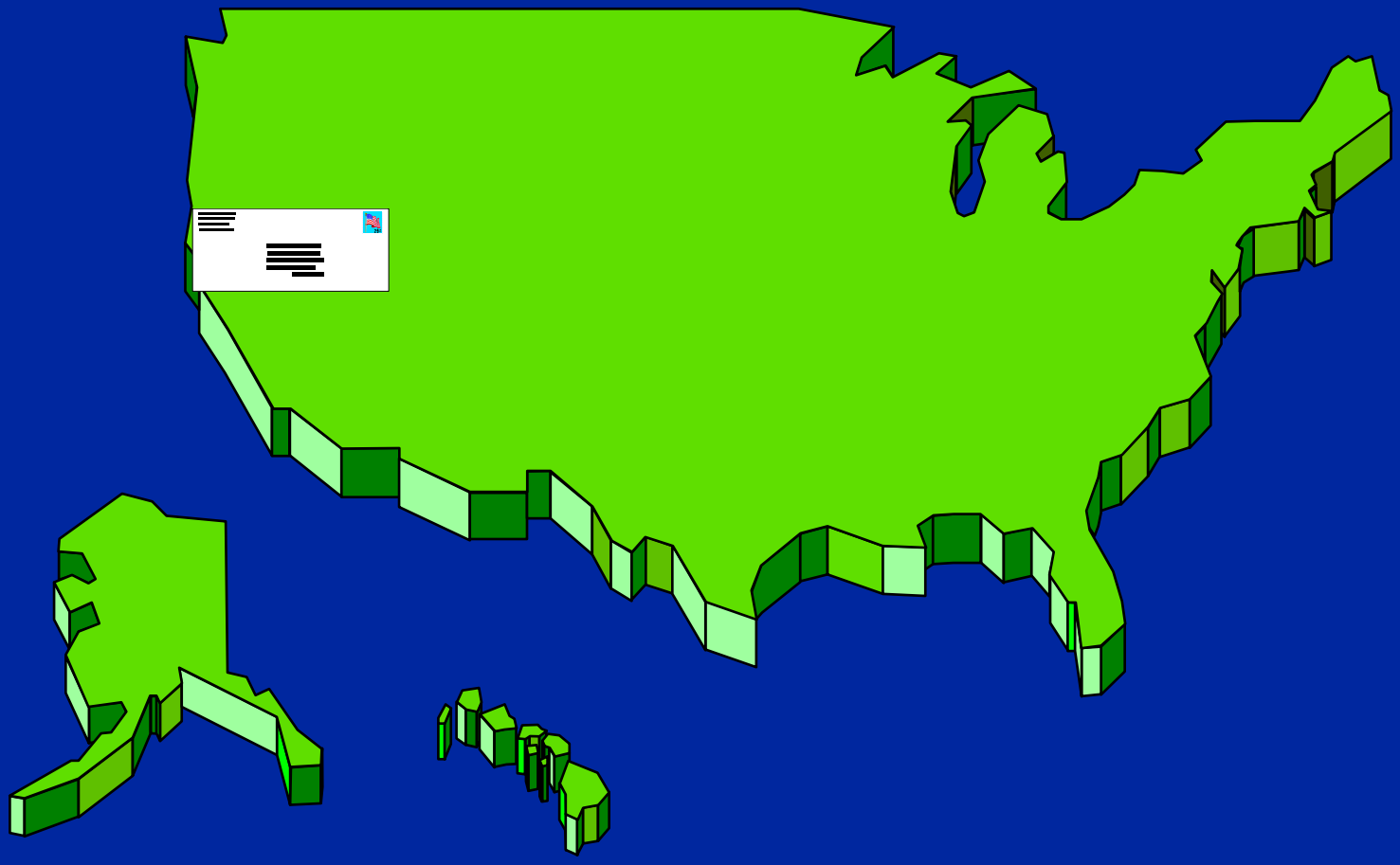
Instead of delivering the letter to Arlington



the letter might be delivered to a post of somewhere in California.







Now look at the delivery address -- the second line from the bottom. Ask yourself a few more questions.

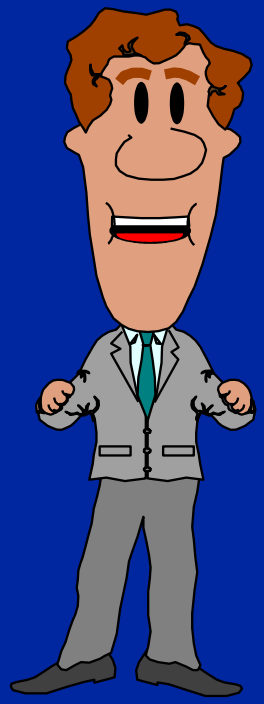
- Is the street address, post office box, or rural route correct?

- Does the delivery address need directionals? (N=north, S=south, E=east, W=west, or a combination) For example:

  101 N 3RD ST SE

- Are the abbreviations correct, i.e., ST (street), AVE (avenue), DR (drive), LN (lane), etc.

Accurate directionals are very important! If an address specifies “North” 3rd Street instead of “South” 3rd Street, the mail piece could be carried by the wrong carrier.



By the time the carrier returns to the post office and the right carrier gets the mail piece, a delivery day is lost.

A few addressing points should be *stressed*:

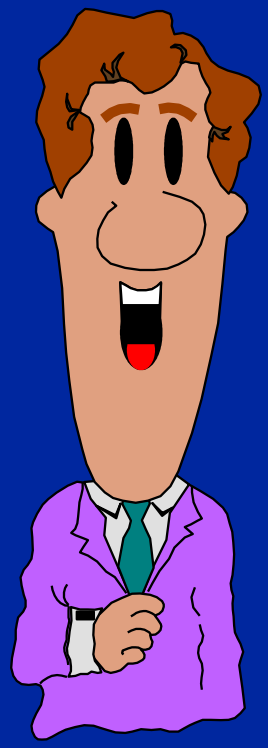
- **Use uppercase letter**
- **Eliminate punctuatio**
- **Type or print addresses --**
  - ☑ **Handwritten addresses are NOT automation compatible**

Now you know what the USPS standardized format looks like and

understand WHY . . .

- **It is important to address mail using the standardized format prescribed by the US Postal Service.**

- **It is important to make sure the address is accurate.**



This concludes the slide show on addressing.